

✓ Lorillard

↗ 2.5%

\$ increase

\$250 per thousand

Program Offer:

		<u>YEN</u>	<u>LAER</u>
w/o 12/12	250%	3.1/2	1 w/c
w/o 12/19	200%		
w/o 12/26	200%		

Plus: 14 days additional dating

Base Period: 1/8 - 10/88 $34993 \div 43,451 = 805.3$

✓ Liggett

\$ increase

\$2.50 per thousand on all brands
including Generics

Program Offer:

w/o 12/12	100%
w/o 12/19	100%
w/o 12/26	100%

BTW 12/15 month price effective with
12/15/88 submit to 12/1
10/88 3 mos Nov 88 12/19
10/88 12/19
10/88 12/19

2045364478